Accessibility at Retail

2016

Welcome

Review

Vision

Hearing

Speech

Physical and Motor Skills

Learning and Literacy

Roleplay Instructions

Divide participants into pairs of one specialist and one customer

Monitor two 10-minute scenarios

Review accessibility features on www.apple.com/accessibility/

Review self-guided training

Feedback and Reflection

Accessibility for Vision

Sales Scenario 1

You are working with a customer who is going to film school and wants to purchase a Mac to use during classes. He is losing his vision and doesn’t know if a notebook screen size will work for him.

Accessibility for Vision

Sales Scenario 2

Your customer is considering purchasing iPad for her daughter who will be entering high school. She does not know which iPad model might be best for her daughter’s low vision accessibility needs.

Accessibility for Vision

Setup Scenario 1

A blind customer purchased a Mac at an Apple Retail Store and wants assistance setting it up. He comments that this is his first Mac.

Accessibility for Vision Header

Setup Scenario 2

A customer purchased Apple Watch Sport and is really happy with it, but she’s not sure she’s set up the vision accessibility features she needs to fully utilize the watch.

She wants to enlarge her watch face and she has challenges with colors.

Roleplay Instructions

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Accessibility for Hearing

Sales Scenario 1

A deaf customer wants to purchase a device that he can use to watch movies and talk with his friends using sign language. He wants a Mac, but he also wants a device that he can use on the go. He wants to learn about his options.

Accessibility for Hearing

Sales Scenario 2

A customer is switching from a competitor’s smart phone to iPhone and he’s excited about getting this popular device. He’s concerned because he uses a hearing aid and is not sure if the phone is compatible with his assistive device.

Accessibility for Hearing

Setup Scenario 1

A customer purchased Apple Watch Sport and is eager to learn how to really use it with his fitness regimen. He has slight hearing loss in both ears. He has gone to his local Apple Retail Store for more information.

Accessibility for Hearing

Setup Scenario 2

A customer purchased a MacBook Pro to record music. He does not hear in one ear and using headphones creates a distortion for him. He’s also having trouble using FaceTime because of this.

Recap

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